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NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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HOME APPLIANCE SHIPMENTS
CONTINUE RECORD-BREAKING PACE

CHICAGO -- February shipments of major household appliances exceeded three million units, making it the best February ever, notes the Association of Home Appliance Manufacturers (AHAM). Total shipments were nearly 40% ahead of last year.

February also marks the fourth consecutive record-breaking month, observes the Association.

For the first time in history, shipments in both February and January surpassed three million units. Total shipments for the first two months of 1984 are 44.8% ahead of the same 1983 period.

Room air conditioners are making a strong comeback with an increase of 104.7% over last February and a year-to-date increase of 98.4% over the first two months of 1983. The high shipment level indicates that dealers are getting ready for the warm season ahead by rebuilding inventories that were depleted during last summers' uncommonly hot weather.

Microwave ovens continue their strong penetration of the appliance market with shipments up 101.2% over February 1983.

Increases of 20% or greater were registered for all but one pro-

(MORE)

duct category, indicating a broad based appliance demand. According to the industry, a strong replacement market is responsible for this demand and is expected to continue for the next several years while consumers replace the nearly 300 million major household appliances purchased during the 1960s and early 1970s.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
February, 1984

	February 1984	February 1983	% Change	Calendar Year to Date 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,023.0	2,160.3*	+39.9%	6,279.3	4,335.2*	+44.8%
ROOM AIR CONDITIONERS	261.8	127.9*	+104.7	429.4	216.4*	+98.4
DEHUMIDIFIERS	65.2	30.4*	+114.5	86.1	53.4*	+61.2
DISHWASHERS - TOTAL	241.7	197.4*	+22.4	550.1	410.3*	+34.1
Built-In	221.8	180.4	+22.9	501.9	371.2	+35.2
Portable	19.9	17.0*	+17.1	48.2	39.1*	+23.3
DISPOSERS	355.2	293.9*	+20.9	708.0	556.4*	+27.2
COMPACTORS	14.5	9.3	+55.9	29.5	20.0	+47.5
REFRIGERATION - TOTAL	520.4	433.4*	+20.1	1,117.6	896.8*	+24.6
Refrigerators	425.8	336.7*	+26.5	920.3	700.1*	+31.5
Freezers - Total	94.6	96.8*	- 2.3	197.3	196.7*	+ 0.3
Upright	43.7	44.8	- 2.5	92.6	91.2	+ 1.5
Chest	50.9	52.0*	- 2.1	104.8	105.5*	- 0.7
ELECTRIC RANGES - TOTAL	236.8	183.6*	+29.0	497.0	373.9*	+32.9
Free Standing	184.1	144.3*	+27.6	391.6	298.9*	+31.0
Built-In	52.7	39.3*	+34.1	105.4	75.0*	+40.5
MICROWAVE OVENS/RANGES***	586.9	291.7*	+101.2	1,294.6	604.2*	+114.3
HOME LAUNDRY - TOTAL	758.1	603.9	+25.5	1,603.9	1,228.0	+30.6
Washers - Total	427.2	353.1	+21.0	906.6	717.2	+26.4
Automatic	427.2	347.5	+22.9	906.6	705.9	+28.4
Wringer & Other	#	5.6	#	#	11.3	#
Dryers - Total	331.0	250.8	+32.0	697.3	510.8	+36.5
Electric	259.4	196.0	+32.3	551.8	403.3	+36.8
Gas	71.6	54.8	+30.7	145.6	107.5	+35.4

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued